

# **RJ REYNOLDS**

TOBACCO COMPANY

March 9, 1994

RJR Account #«SIS»  
«NAME»  
«ACCOUNT»

S. G. STEEN  
Regional Operations Mgr

160 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

**R. J. Reynolds Buy-One-Get-One-Free Promotions**

Dear «GREETING»:

With the recent price reductions, the cost of our Buy-One-Get-One-Free (B1G1F) promotions has increased dramatically. These programs are primarily used by our Sales Force to stimulate trial of our brands. Recently, however, some wholesalers have begun to utilize this product for 'reward' purposes for their better customers; or, in some cases, incentive to entice retailers to switch suppliers.

In the interest of fairness to all distributors, all future B1G1F Promotions will be designated for **RJR** Sales Rep pick-up, or retail accounts participating in our Value-Added Program (via ongoing authorization) only. I request your assistance in ensuring that product shipped to you is reserved exclusively for the **RJR** Rep in your area.

This change affects all wholesalers in the state of Vermont and New York currently handled by the Albany Division or Albany Chain Division of R. J. Reynolds Tobacco Company.

If you have any questions concerning this change, please feel free to call me at the number listed below. Thank you in advance for your cooperation and assistance in marketing our products.

Sincerely,

*Rick*

R. Westenberger  
Division Sales Manager / Albany  
RW/jc

cc: R. C. Farmer  
G. Buchas; R. Tanchyk  
All Div. #1623 Sales Personnel

Division Telephone #: (518) 452-4273  
Voice Mail Tel. #: (800) RJR-TALK, Mailbox #71406

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Attached' letter sent to:

- C & S Grocers
- Capital Candy
- Costco Wholesale
- Donahue Tobacco
- Dowlings
- Finkle
- General Supply
- Herkimer Wholesale (Lobells)
- Hibbert & McGee
- J. Galanes & Sons
- Kingston Candy
- Lavin Candy
- Mohawk Candy
- Mountain Candy
- Normans Wholesale
- Price Chopper / Golub
- Sam Frank
- Standard Rosenbaum
- Stewart's Marketing
- Trading Port

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